



Wedge, Magnet and Shield Issues 2024 Campaign

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INTRODUCTION

Since 2018, America's New Majority Project has been developing a detailed understanding of the values and concerns of the American people through years of polling and focus groups.

During that period America's New Majority Project has undertaken over 20 national polls and 40 focus groups, during which over 40,000 interviews were conducted, including over 5,000 with African American voters and 5,000 with Latino American voters.

Our research has identified **America's New Majority** – a diverse group encompassing approximately 75% of American voters who share core values and positions on important issues. This majority has the power to drive bipartisan change in Washington, D.C., influencing elections and issue-based campaigns. Voters in our polls are identified by using a screener survey, enabling us to pinpoint issues and language that resonate with and mobilize these voters.

This outline of magnet, wedge, and shield issues and language will give candidates, campaigns, and supportive organizations a guide to how to appeal to and win support from an amazing majority of Americans.

This document will be continuously updated with new polling from America's New Majority Project and other sources.

Magnet, Wedge, and Shield

This paper is broken into three sections: Magnet Issues, Wedge Issues, and Shield Issues.

Magnet - A magnet issue draws voters to you, through a combination of high importance to voters and agreement with positions and framing.

Wedge - A wedge issue divides your opponent's base of support.

Shield - A shield issue is language you can use to defend yourself.

MAGNET ISSUES -- 2024

Magnet #1 – Fighting Inflation and Lowering the Cost of Living

Inflation and the rising cost of living are by far the most important issue to voters this election.

In our February 19, 2024 poll of 2,000 registered voters, 48% of voters chose the rising cost of living/inflation as one of the top three most important issues to them in the upcoming election (23% chose it as their #1 issue). This more than doubles the next most important issue -- border security.

The following magnet issues relate directly to fighting inflation and lowering the cost of living.

Cutting Spending to Fight Inflation

Inflation is the #1 political issue. While cutting federal spending and balancing the budget are popular in the abstract, they gain more support if described as a means to an end – namely, fighting inflation.

- 72% agree we need to cut spending and balance the budget to reduce inflation (19% disagree).
- 72% say cutting federal spending and balancing the budget to strengthen the value of the dollar would be an effective way to fight inflation and reduce the cost of living (22% say it would not be effective).
- 69% support Congress reducing federal spending (19% oppose).

Unleashing American Energy Production to Fight Inflation and Make America Energy Independent

- 71% agree the United States should pursue energy independence even if that means using domestic oil and gas (13% disagree).
- 69% of Americans say increasing domestic oil and gas production to lower gasoline and energy prices would be an effective way to fight inflation and reduce the cost of living (24% say it would not be effective).
- 69% support legislation that would unleash American energy by increasing oil and natural gas production, invest in safe nuclear power, and modernize our energy infrastructure (23% oppose).

Reducing Regulations to Fight Inflation and Lower the Cost of Living

- 63% of Americans say that reducing burdensome regulations that add to the cost of doing business and increase prices would be an effective way to fight inflation and reduce the cost of living (28% say it would not be effective).

Lower Taxes to Fight Inflation and Reduce the Cost of Living

- 70% say that lowering income taxes to increase take-home pay for workers would be an effective way to fight inflation and reduce the cost of living (25% disagree).
- 63% support eliminating federal income and employment taxes on service workers' tips (24% oppose).

Increase the Supply of Homes to Fight Inflation and Reduce the Cost of Living

- 68% say that creating financial incentives for builders to construct more affordable homes and apartments would be an effective way to fight inflation and reduce the cost of living (26% say it would not be effective).
- Note: Only 21% of Americans say now is a good time to buy a home – a record low. [Gallup]

Magnet #2 – Keeping Taxes Low and Protecting Taxpayers

- By 56% to 26%, voters prefer a Republican candidate who wants to stop scheduled tax increases on the middle class and small business, and who wants to cut rates from where they are now, over a Democratic candidate who wants to allow the scheduled tax increases on the middle class and small business to go into effect, and who opposes tax cuts.
 - This is a 29-point swing in favor of the Republican candidate compared to the generic ballot.

Extend the Tax Cuts and Jobs Act

- 77% support preventing scheduled tax increases on the middle class and small business from going into effect (15% oppose).
- 79% support cutting taxes for the middle class and small business (13% oppose).
- 68% support making the 2017 Tax Cut and Jobs Act tax cuts permanent (17% oppose).
- 60% support stopping scheduled tax increase on the middle class and small business (30% oppose).

Protecting Taxpayers from Waste and Abuse

- 71% support strengthening work requirements for able-bodied adults to qualify for Medicaid, food stamps, and other welfare programs (23% oppose).
- 68% agree that able bodied adults receiving taxpayer funded health care benefits should be required to work, be actively looking for work, or going to school to qualify (24% disagree).
- 62% support require immigration officials to consider if immigrants are likely to be dependent on welfare programs when determining US visa applications (27% oppose).
- 58% say universities and colleges should be responsible for paying student loan forgiveness, not taxpayers (18% say individual taxpayers).
- Arguments opposed to using taxpayer dollars to pay off student loans:
 - It would be unfair to the tens of millions of Americans who paid back their loans and would then have to pay back other people's loans with their tax dollars. 77% convincing (46% very convincing);
 - It will add hundreds of billions of dollars to the national debt, which will make inflation worse. 76% convincing (46% very convincing);
 - It does nothing to solve the underlying problem of high college tuition; in fact, it would make the problem worse by encouraging colleges to raise their tuitions even higher and cause students to take out even bigger loans. 77% convincing (42% very convincing);
 - Student debt is disproportionately held by higher income families. College graduates already earn 75% more over their lifetime than those with just a high school diploma. Relief should be going to those who need it most. 72% convincing (35% very convincing).

Magnet #3 – Securing the Border and Ending Illegal Immigration

Border Security First

- 74% agree the U.S. must first focus on securing its borders, fixing immigration laws, and ending illegal immigration before making decisions about what to do about illegal immigrants already in the country. (18% disagree.)

Get Serious about Securing the Border

- 77% support hiring additional border patrol agents (18% oppose).
- 70% support declaring a state of emergency to allow the deployment of FEMA and National Guard personnel to border communities to deal with the border crisis (19% oppose).
- 68% support designate drug cartels as terrorist groups (22% oppose).

- 66% support passing laws making it easier to deport and return illegal immigrants to their home countries (25% oppose).

Empower Local Law Enforcement to Combat Illegal Immigration

- 83% support requiring local law enforcement, when someone is arrested and suspected of being in the country without legal permission, to check the status with the immigration authorities and detain them for deportation if they are here illegally (11% oppose).
- 67% support letting state and local police arrest people for being in the United States without legal permission (26% oppose).

Remove the ECONOMIC Incentives to Illegally Immigrate

- 72% support require all employers to use E-Verify to make sure employees are legal (18% oppose).
- 58% support making it harder for illegal immigrants to get jobs in the United States (34% oppose).

Remove the POLITICAL Incentives to Allow Illegal Immigration

- 77% oppose allowing illegal immigrants to vote in American elections (18% support).
- 58% supporting giving US citizenship only to babies in the United States who have at least one parent who is a US citizen or a legal immigrant (33% oppose).
- 54% support changing the census to count only US citizens and legal immigrants instead of everyone living in the country (33% oppose).

End the abuse of the asylum process

- 75% support requiring asylum seekers to enter the U.S. legally (17% disagree).
- 70% support requiring asylum seekers to meet more stringent requirements (21% oppose).
- 62% support requiring asylum seekers to remain outside the US or stay detained while their case is being processed (27% oppose).
- 59% support returning unaccompanied minors to their home countries (30% oppose).
- 57% support disqualifying asylum seekers who traveled through another country to reach the US but did not apply for protection there (28% oppose).
- 56% support disqualifying asylum seekers who could receive protection elsewhere (38% oppose).

Magnet #4 – Growing the Economy

- 59% prefer free-market capitalism to big-government socialism (12%).
- 59% believe free-market capitalism is more fair than big-government socialism (15%).
- 58% believe free-market capitalism leads to better future than big-government socialism (16%).
- 34% believe free-market capitalism is more responsible for the rising cost of living/inflation than big-government socialism.

Supporting Small Business and Protecting American Workers

- 65% agree that government should get out of the way of entrepreneurs and small businesses who create jobs and grow the economy (24% oppose).
- 66% support exempting small businesses from new regulations that would burden entrepreneurs with increased compliance costs (18% oppose).
- 72% support legislation that expands reciprocal, fair trade with U.S. allies and moves supply chains out of adversary nations (13% oppose).

Preserving Social Security and Medicare for Those Who Need It

- 70% agree that a strong and growing economy is more important to the long-term stability of Medicare and Social Security than increasing tax rates to keep up with the programs' demands (19% disagree).
- 63% agree that the best way to ensure Social Security and Medicare remain solvent is to promote economic growth by lowering taxes and regulations (25% disagree).
- 60% agree that tax increases and burdensome regulations hurt economic growth, and that weakens Social Security and Medicare (19% disagree).

Magnet #5 – Empowering Patients and Doctors, Not Middlemen and Bureaucrats, to Get Americans the Care They Need at a Price They Can Afford

“No one in this country should be denied medical care for lack of funds.”

-Ronald Reagan, A Time for Choosing, 1964

Health and health care are almost one-fifth of the American economy and a matter of life and death. It is also a major challenge in trying to balance the budget and save Medicare and Medicaid.

The American people care deeply about the issue of healthcare and have formed judgements about several healthcare issues.

Health Care is a Moral Issue First and an Economic Issue Second

- “Equal treatment and respect given to patients” seen as the #1 indicator of if the health care system is working (from a list of 15 attributes).
- 68% agree that when it comes to getting the health care they need, people should only have to pay what they can afford (21% disagree).

Put Patients and Doctors Back in Control

- 82% agree that patients and doctors should have the power in American health care, not the government (9% disagree).
- 75% of swing voters say we should fix health care in America by putting patients and doctors in charge instead of insurance companies and big government. (25% say we should fix health care in America by giving the government more power to protect patients.)
- 76% support laws that lower out of pocket costs for seniors and strengthen the Medicare Trust Fund by paying hospitals the same as doctors in the community for the same outpatient services (10% oppose).

Americans See Health Insurance as Their “Pass” to Getting Good Health Care

- 79% agree that getting good health care requires having good health insurance (19% disagree).
- Just 39% agree that it would be better to pay cash for most health care services and only have health insurance for emergencies (53% disagree).

Eliminating the Middleman to Lower Costs and Increase Access

Americans believe a health reform strategy of “eliminating the middleman would:

- Make prescription drugs more affordable - 79%
- Make healthcare more affordable - 78%
- Help more people get the care they need when they need it - 73%
- Make getting the care you need simpler - 72%
- Eliminate waste and fraud in healthcare - 71%

Americans agree the following are 1. Middlemen between patients and doctors and 2. Make health care more expensive:

- Health insurance companies 79% / 60%
- Pharmacy benefit managers 71% / 49%
- The government 65% / 49%

Increase Transparency, Accountability and Competition in Health Care

- 85% support laws that would strengthen price transparency requirements in health care, so patients can shop around to save money and avoid surprise bills (8% oppose).
- 84% support laws that bring transparency to the true price health insurance companies pay for drugs and prevent patients from having to pay more for their prescription medications than their insurance company (8% oppose).
- 61% support laws that would give patients more places to receive treatment by allowing physicians or physician groups to own hospitals (16% oppose).

Lower the Cost of Prescription Drugs

- 84% support legislation that would require pharmacies to transfer prescriptions to a lower cost pharmacy if patient requests (8% oppose).
- 81% support legislation that would close legal loopholes that delay and discourage cheaper generics (13% oppose).
- 82% support legislation that would require all medicines over 13 years old without serious competition to be priced as cheaper generics (9% oppose).
- 78% support legislation that would require drug middlemen (PBMs and Insurance companies) to pass savings directly to patients at the pharmacy counter (11% oppose).
- 83% support legislation to prioritize approval of lower cost generic drugs at the FDA (8% oppose).
- 81% support legislation to allow insurers to jointly negotiate for lower drug prices (9% oppose).
- 78% support legislation to modernize the FDA to get more medicines to the market faster (12% oppose).
- 78% support legislation to identify and switch appropriate prescription drugs to over the counter (13% oppose).
- 65% support legislation to allow pharmacies to substitute biosimilars for brand name biologics (16% oppose).

Other Key Concepts to Understand on Health Care

- 65% agree the American health care system is NOT working.
- Rapid change in health care turns off voters who would otherwise be open to significant change.
 - Q: Would you say the health care system needs...
 - A major overhaul – 49% / A few targeted fixes: 43%
 - A major overhaul done in a step-by-step process over time – 37% / A major overhaul done quickly – 25% / A few targeted fixes – 31%. That's 61%-31% for major overhaul when given the choice of a step-by-step process

- “More choices” in health care is broadly popular, but the intensity is low. There are many higher priorities for Americans when it comes to health care.
 - For example, 57% say increasing the number of health care services covered by insurance is more important than increasing the number of health insurance options to choose from.
- A plurality of voters say policies lowering co-pays (39%) would help them the most, compared to lowering insurance premiums (31%) or lowering the cost of prescription drugs (21%).
- A plurality (34%) of Americans incorrectly believe Medicare spends the most on prescription drugs, when it is actually hospital care.
- 55% prefer health care laws and regulations set the national level to provide consistency and standards across the country, over 35% who prefer local level laws to account for local circumstances and experimentation.

Magnet #6 – Empowering Parents, Not Bureaucrats, To Give Their Children the Best Possible Education

Expanding Educational Opportunities

- 77% of school age parents support education savings accounts. [EdChoice/Morning Consult]
- 73% of school age parents support charter schools. [EdChoice/Morning Consult]
- 72% of school age parents support school vouchers. [EdChoice/Morning Consult]
- 60% of all voters favor voucher programs that allow tax dollars to follow children to the schools of their parent’s choice (29% oppose).
- 57% of all voters favor the creation of more charter schools (24% oppose) [EdChoice]
- 70% agree that home-schooling is a good option for those with the time and ability to provide it (20% disagree). [Scott Rasmussen]
- 71% agree that private schools offer better education than public schools (27% disagree). [Scott Rasmussen]

WEDGE ISSUES -- 2024

Wedge #1 –Open Borders

- 72% oppose open borders (21% support).
- 68% of Americans prefer ‘secure borders for the United States, compared to “closed borders” (18%) or “open borders” (8%).
- 57% agree that people who use the term undocumented person to describe people in the United States illegally tend to prefer open borders (23% disagree).
- 54% believe Joe Biden prefers open borders (33% say secure borders, 3% say closed borders).
- 49% believe Democrats in Washington prefer open borders (36% say secure borders, 4% say closed borders).

Wedge #2 – Illegal Immigration

- 70% disagree that illegal immigration is good for the United States with 59% strongly disagreeing (17% agree).
- 63% disagree that the term “illegal Immigrant” is offensive (31% agree).
- 58% disagree with President Biden that the alleged killer of Laken Riley should be referred to as an “undocumented” rather than an “illegal (32% agree).
- 62% disagree with President Biden that illegal immigrants are the reason the American economy is growing.
- 77% oppose illegal immigrants voting in U.S. elections (18% support).
 - By 56%-29%, voters prefer a Republican candidate who opposes illegal immigrants voting in U.S. elections to a Democrat candidate who supports it. This is a 24-point swing toward the Republican candidate from the generic ballot.
- 50% agree that Biden and the Democrats are deliberately allowing illegal immigrants into the country in hopes they will vote for Democrats and to gain electoral votes and seats in Congress (42% disagree).

Wedge #3 – Anti-Consumer Choice Environmental Policies

- 88% agree that when it comes to choosing between an electric or gas-powered vehicle or appliance, consumers should decide, not the government (13% disagree).
- 74% oppose requiring occasional power blackouts to fight climate change (18% support).
- 72% oppose banning the sale of new gasoline powered vehicles to fight climate change (21% support).
- 70% oppose banning the sale of gas appliances like stoves and furnaces to fight climate change (22% support).

- 66% would prefer to purchase a traditional gas-powered vehicle instead of an electric vehicle of the same size that uses no gas but cost \$10,000 more (23% prefer the electric vehicle). [Scott Rasmussen]
- 56% oppose requiring two-thirds of all new vehicles manufactured by automakers to be electric vehicles to fight climate change (37% oppose).

Wedge #4 – The Radical Transgender Agenda

- 75% agree there are only two genders (18% disagree).
- 66% believe that biological males should not be allowed to compete in women’s sports competitions. [Washington Post-KFE]
- 59% support only allowing the American flag to be flown in front of government buildings (33% oppose).

In Taxpayer-Funded Health Care

- 65% disagree that taxpayer-funded healthcare programs should be required to pay for gender reassignment surgery (24% agree).
- 58% disagree it is discrimination for taxpayer-funded healthcare programs to refuse to pay for gender reassignment surgery (29% agree).
- 59% support a law that forbids taxpayer dollars from being used to pay for gender reassignment surgery (30% oppose).
- By 56%-31%, voters prefer a Republican candidate who supports a law forbidding taxpayer dollars from being used to pay for gender reassignment surgery over a Democrat who supports requiring taxpayer-funded healthcare programs to pay for gender reassignment surgery.
 - This was a 23% swing for the Republican candidate compared to the generic ballot.

Opposition to So-Called Gender-Affirming Care, including Puberty Blockers and Surgery, Being Offered to Minors

- 59% believe it should be against the law to provide this treatment to children (23% say it should be legal).
- 56% agree that conducting gender transition surgery on children is a form of child abuse (22% disagree).
- 73% disagree with those who say that children should be able to receive gender affirming care without the permission of parents, including 63% who say they strongly disagree (17% agree).

In Schools

- 80% agree parents should be given advance notice of school instruction on sex and gender and be given the option to opt their children out (11% disagree).
- 73% agree a teacher or school should notify parents if a child says they want to identify as the opposite gender (12% oppose).
- 72% oppose schools teaching children they can change their gender (10% support).
- 69% disagree that public schools should introduce children to subjects of sexual orientation without the authorization of parents (23% agree).
- 69% oppose schools being required to treat people according to their chosen gender identity, including 53% who strongly oppose (20% support).
- 63% support efforts by state lawmakers to prevent discussion of sexual orientation and gender identity until after the 3rd grade (29% oppose).
- 62% support efforts by state lawmakers and school boards to prevent books containing sexually explicit and pornographic material from being used in school classrooms and libraries (30% oppose).
- 60% agree that if a teacher or school encourages a child to change their gender identity that this is a form of child abuse (22% disagree).

Wedge #5 – Stealing from Medicare and Rationing Drug Access

- 59% agree health care has become more expensive under Biden.
- 53% agree health care will become more expensive if Biden is reelected 53%.
- Just 44% agree health care will become more expensive if Trump is reelected.

The Inflation Reduction Act

- 85% support laws requiring Medicare to cover all drugs approved by the FDA (8% oppose).
- 83% support laws that require savings found in Medicare to be kept in Medicare, using it to improve benefits or improve the financial health of the program (8% oppose).
- 69% of Americans say reducing the cost of health insurance is more important for lawmakers to focus on than increasing the number of health care services covered by health insurance (23%).
- 66% say the Inflation Reduction Act has NOT helped them or their family in terms of lowering the impact of inflation, consumer costs and prescription drugs (22% say it HAS helped them).
- % Likely to happen / % Concerning...if Biden drug proposals pass:
 - Drug coverage decisions become more influenced by politics and lobbying and less by doctor and patient decisions (65%/74%).
 - Fewer patients receive the medicines their doctor recommends because the government won't pay for them (63% / 75%).

- Savings in Medicare are used to pay for other programs instead of lowering what patients pay for medicines (59% / 73%).

Wedge #6 – Shutting Out Parents and Defending the Education Status Quo

- 71% agree that parents should have the final say in their children’s education (19% disagree).
- 71% agree most public schools have lowered standards rather than demanding more from students (20% disagree). [Scott Rasmussen]
- Only 43% say funding for public schools is “too low” when shown how much public schools spend per pupil in their states. This is 15% lower than when survey participants are not shown the data. [EdChoice]

Transparency in Curriculum

- 82% agree parents should be able to see all curriculum plans and materials for classes their children take (12% oppose).
- 77% support efforts by state lawmakers and school boards to require transparency in the selection of classroom instructional materials, including library and reading materials, so parents know what their children are being taught (16% oppose).
- 69% support requiring public school teachers to put all lesson plans and materials online in advance so that parents can have access to them (24% oppose).

Wedge #7 – Radicalism and Foreign Influence on University Campuses

- 88% agree that the goal of a university should be to teach students to think for themselves and prepare them for future jobs, not to encourage them to be social activists (9% disagree).
- 79% say schools should teach that America was founded on ideals of freedom, equality, and self-governance; that we have a tragic history of racial injustice; and that we have made and continue to make progress (19% say schools should teach America was founded on racial oppression and white supremacy, that the founders were racist, and that we should reject the system they created). [Scott Rasmussen]
- 75% support the DETERRENT Act, a law that would require more transparency for foreign gifts and contracts in U.S. universities (12% oppose).
- 73% support a law that requires U.S. charities and foundations, if they give money to universities, to report all money they receive from foreign countries (15% oppose).
- 70% say colleges should not be allowed to consider race in admissions (30% say allowed). [CBS News Poll]
- 61% are concerned that university professors and administrators are trying to push their own beliefs on students, instead of teaching them to think for themselves and share different ideas (34% are not concerned).

- 75% agree it is more important to create good jobs for people who do not have a college degree than to ensure everyone can go to college (17% disagree). [Scott Rasmussen]

SHIELD ISSUES -- 2024

Shield #1 – Where Pro-Life and Pro-Choice Americans Agree

Abortion is the issue upon which the elite media and the Democrats will focus. The American people are far more complex in their thinking on abortion and life than the media bias suggests.

The Pro-Life Goal Should Be Fewer Abortions, Not Stricter Laws

- 59% say it would be a good thing if more women decide to keep their baby rather than have an abortion (either raising the baby themselves or giving it up for adoption) (18% say it would be a bad thing).
- 53% of pro-life voters say fewer abortions through fewer women deciding to have abortions is more important for the pro-life cause than fewer abortions through stricter abortion laws (35% say the latter).
- 84% say providing more support for women in difficult situations facing unplanned pregnancies would be more effective at reducing the number of abortions in America than passing stricter abortion laws (9% say the latter). Among pro-life voters, 77%-18%.

Fewer Abortions by Supporting Women in Difficult Situations

80% say that the laws listed below would be effective at supporting women in difficult situations facing unplanned pregnancies (11% say ineffective). 65% say the laws listed below would be effective or ineffective at reducing the number of abortions in America (19% say ineffective) (78%-12% among pro-life voters).

- 90% support laws to improve pre- and post-pregnancy health care and coverage (6% oppose).
- 88% support laws to crack down on violence targeting pregnancy resource centers (6% oppose).
- 86% support laws to ensure pregnant college students are aware of their rights (such as maintaining athletic scholarships) and of available resources (7% oppose).
- 86% support laws to hold men financially responsible for their share of the care of the mother and baby during pregnancy, not just after the baby is born (9% oppose).
- 84% support laws to increase financial, medical, and emotional assistance for women facing unplanned pregnancies and young mothers (11% oppose).
- 83% support laws to reduce barriers to adoption and foster care (11% oppose).

- 81% support laws to ensure employers provide equal benefits to a woman who decides to keep her baby if they provide abortion benefits (8% oppose).
- 76% support laws to ensure faith-based organizations can participate fully in providing social services support to pregnant women and young mothers (9% oppose).

The Importance of Public Consensus on Abortion Laws

- 65% agree that any national abortion policy must have broad public consensus (19% disagree).
- 64% agree that the return of abortion policy to elected officials who are accountable to the people is an opportunity to come to public consensus on a difficult issue that has divided America for decades (26% disagree).
- 63% agree that in areas of abortion policy where there is no national public consensus, states should enact policies that match the beliefs of the majority of the people in their state (24% disagree).

NOTE: 40% say abortion policy should be set at the state level. 43% say abortion policy should be set the national level.